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FLAGHOUSE LAUNCHES YELLOW BRICK ROAD SHOP.COM

*Website Provides Products & Resources for
Families of Children with Special Needs*

Hasbrouck Heights, NJ – September 15, 2009. Now resources to support families of children with special needs are a click away with the launch of FlagHouse's Yellow Brick Road Shop.com website. The user-friendly, vibrant site taps into the magic of the classic Wizard of Oz story and features hundreds of special needs products for children of all ages and abilities.

"The characters in the Wizard of Oz inspired us to name our site after the famous road. Each character in the story has a unique or special need, to which we all can relate," said George Carmel, CEO of FlagHouse. "With some support, each character is able to learn and grow along their journey. Our website's tagline, 'Special Products to Help Every Child's Journey Over the Rainbow,' reflects just that. We're delighted to offer products that enrich the quality of life for all children, whether it is resources for play, education, and development, or items that make everyday living easier and more enjoyable."

For over 30 years, FlagHouse has supported the special needs community through their [Giant Leaps™](#) and [Going Strong™](#) catalogs and [SNOEZELEN®](#) multi-sensory environments, which it markets primarily to educators, therapists and professional caregivers. Yellow Brick Road Shop.com is specifically designed for parents, but its format appeals to children as well.



Wizard of Oz characters guide families along as they explore the site's 7 different categories. The Tin Woodman invites parents to a section for *Movement & Balance*, while Dorothy remarks that "there's no place like home" as she welcomes viewers to *At Home & About*. Other categories include *Exercise, Learning, Play & Recreation, Sensory, and Gift Selections*. Products are also listed by ability and special needs, further simplifying things for viewers.

"The site's clear, easy-to-read descriptions make exploring the vast array of products stress-free and fun," said Carmel, "and our Gift Selections help relatives and friends to select a gift that is appropriate based on a child's special needs and unique abilities. This ensures that their loved one receives a gift that they will truly enjoy and benefit from."

Whether searching for resources to expand children's playtime and exercise, make home life and transportation easier, assist with learning, or sharpen sensory, motor skills and strength – Yellow Brick Road Shop.com is a path worth traveling down if you have a child or loved one with special needs.

To learn more, visit www.YellowBrickRoadShop.com or for more information about FlagHouse resources for special needs, call Michelle Mathias, Senior Brand Manager, Special Populations at 800-793-7900, x 7563.

FlagHouse is a premier global supplier of resources for physical activity, recreation, education and special needs. Headquartered in Hasbrouck Heights, New Jersey, and with operations in the United States and Canada, FlagHouse has over 50 years experience responding to customer's changing needs. Their mission is to enhance the quality of life for people of all ages and abilities. FlagHouse markets its products through catalogs including [*Physical Education and Recreation™*](#), [*Going Strong™*](#), [*Flying Start™*](#) and [*Giant Leaps™*](#) and through their web site www.flaghouse.com. In addition to being the North American distributor for [**SNOEZELEN®**](#) multi-sensory environments, FlagHouse holds the publishing, marketing and distribution rights for [**CATCH®**](#) (Coordinated Approach to Child Health). FlagHouse serves both the public and private sectors through relationships with schools, parks, community centers, healthcare organizations, day treatment and residential care centers, military bases and individuals.

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